

## ABSTRACT OF THE DISCLOSURE

A purchase point managing apparatus is incorporated into an online shopping site and communicates with users via the Internet. The points that users earn by purchasing merchandise are recorded in a point table. A

5 merchandise recommending unit selects and recommends candidate merchandise for purchase to the user by calculating the points the user needs in order to obtain the next highest prize. The purchase point managing apparatus includes a point transfer unit by which points are transferred between the users, and a history notifying unit that offers the functionality of the

10 housekeeping account book to the user.